

WXIX

ORDERFlight Dates **09/04/12-09/10/12**Contract / Revision **815724 /**Original Date / Revision
08/30/12 08/31/12Advertiser **Mandel, J/US Senate/R**Agency **Strategic Media Placement.**Buying Contact**7669 Stagers Loop
Delaware, OH 43015**ProductAgency Com 15%Billing Contact**7669 Stagers Loop
Delaware, OH 43015**Sales Office WXIXSales Region LocalAgency RefOrder Sep 00:15:00Estimate # **2645**Alt Order #Billing Type CashOrder Type GeneralBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes Agency Political Pol-CandicProduct Codes PL820Priority P 5Advertiser RefPrimary Account Executive
Amy Goetz

Account Executive	Order%	Start Date	End Date
Amy Goetz	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	20	\$7,395.00	\$8,700.00	0.00	08/27/12	09/10/12	20	\$7,395.00	\$8,700.00
Totals	20	\$7,395.00	\$8,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WXIX	09/04/12	09/04/12	News @ 7a News @ 7am	Comm	7a-9a	-T-----	:30	1	\$500.00	P 3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-T-----		1		\$500.00		0.00					
N 2	WXIX	09/06/12	09/06/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-9:00 AM)	---T---	:30	1	\$500.00	P 3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	---T---		1		\$500.00		0.00					
N 3	WXIX	09/07/12	09/07/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-9:00 AM)	----F--	:30	1	\$200.00	P 5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	----F--		1		\$200.00		0.00					

Contract / Revision **815724** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/31/12

Order Sep 00:15:00

Advertiser **Mandel, J/US Senate/R** ProductEstimate # **2645**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WXIX	09/06/12	09/06/12	Late News M-F Late News M-F	Comm	10-11P	---T---	:30	1	\$900.00	P 5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---T---	1		\$900.00		0.00						
N 5	WXIX	09/08/12	09/08/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	-----S-	:30	2	\$400.00	P 5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	2		\$400.00		0.00						
N 6	WXIX	09/09/12	09/09/12	Late News Su Late News Sun	Comm	10-1102P	-----S	:30	2	\$500.00	P 5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	2		\$500.00		0.00						
N 7	WXIX	09/05/12	09/05/12	News @ 5a News @ 5a	Comm	5a-6a	--W----	:15/:15	1	\$200.00	P 3	0.00	BK	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--W----	1		\$200.00		0.00						
N 8	WXIX	09/07/12	09/07/12	News @ 5a News @ 5a	Comm	5a-6a	----F--	:15/:15	1	\$100.00	P 5	0.00	BK	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----F--	1		\$100.00		0.00						
N 9	WXIX	09/06/12	09/06/12	News @ 7a News @ 7am	Comm	7a-9a	---T---	:15/:15	1	\$500.00	P 3	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---T---	1		\$500.00		0.00						
N 10	WXIX	09/07/12	09/10/12	News @ 7a News @ 7am	Comm	7a-9a	M--F--	:15/:15	1	\$200.00	P 5	0.00	BK	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----F--	1		\$200.00		0.00						
		09/10/12	09/16/12	M-----	1		\$200.00		0.00						
N 11	WXIX	09/04/12	09/04/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-9:00 AM)	-T-----	:15/:15	1	\$500.00	P 3	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-T-----	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WXIX	09/03/12-09/09/12		News @ 7a	7a-9a		(8:00 AM-9:00 AM) A-T-----	:30	\$500.00		0.00	NM			
N 12	WXIX	09/10/12	09/10/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-9:00 AM)	M-----	:15/:15	1	\$200.00	P 5	0.00	BK	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$200.00		0.00						
N 13	WXIX	09/05/12	09/06/12	King Of Queens 730P King Of Queens 730P	Comm	730-8P	--WT---	:15/:15	2	\$500.00	P 3	0.00	BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WT---	2		\$500.00		0.00						
N 14	WXIX	09/05/12	09/05/12	Late News M-F Late News M-F	Comm	10-11P	--W----	:15/:15	1	\$900.00	P 5	0.00	BK	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--W----	1		\$900.00		0.00						
N 15	WXIX	09/07/12	09/10/12	Late News M-F Late News M-F	Comm	10-11P	M--F--	:15/:15	1	\$500.00	P 5	0.00	BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----F--	1		\$500.00		0.00						



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Advertiser **Mandel, J/US Senate/R** Product

Estimate # **2645**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N15	WXIX	09/07/12	09/10/12	Late News M-F	Comm	10-11P	M--F--	:15/:15	1	\$500.00	P 5	0.00	BK	2	\$1,000.00	
				Late News M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$500.00		0.00				
														Totals	20	\$8,700.00